Promotion Execution

National Workplan Model

Objective: stay the course and make every attempt to "Honor thy Model"

Action Plan:

- Annual meeting - SR's given overview of model
- SR's receive a copy of BPE model allocations by assignment
- SR's are to review for accuracy and address non VAP accounts as opportunity accounts
- Changes are recorded and updated in model
- Additional allocations should be utilized to target PM exclusive/RJR lockout surround accounts
- SR's receive copy of sku allocations by assignment - should be proactive in advising accounts of sku's to be received and anticipated arrival date!

(copy of SR letter enclosed)

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Source: https://www.industrydocuments.ucsf.edu/docs/glkn0000